

# Sequent's Product Management Online Learning Program

Learn Product Management Online from the People Who Wrote the Book on Product Management



Elevate your career with our exclusive Online Learning Program, designed and facilitated by product management experts.

## What's Included

- Over 5 hours of digestible video modules and actionable coursework optimized for maximum retention
- A Professional Development Workbook to help you apply your key learnings
- Pre and Post-Program assessments to measure your growth
- On-the-job work tools & templates to put your training into practice
- A copy of The Product Manager's Survival Guide by Steven Haines, the foundation of the program
- Product Management Professional Certification upon successful completion of the course and exam

## Advance your career with Product Management

Whether you are new to product management or are a seasoned professional, Sequent's Online Product Management Learning Program will help you:

- Build, launch and manage better products in the marketplace
- Learn new ways to uncover core customer and market needs
- Pro-actively manage your product across its entire life cycle
- Strengthen relationships with your cross-functional partners



## Get Certified Today

With all new, interactive coursework geared towards the constantly shifting product landscape, our learning program allows you to earn your Product Management Professional Certification, anywhere and any time.

## Early Access Pricing

Sign up between now and April 15th for our special introductory rate of **\$ 1,195** (Regular price after April 15, 2020 is \$1,495).

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# Product Management Online Learning Program Outline



## MODULE 1: THE ROLE OF THE PRODUCT MANAGER

- Introduction to the Product Management Role
- Business Owner Mindset
- Orchestration
- Business Acumen
- Leadership
- Communication
- Market Focus

## MODULE 2: PRODUCT MANAGEMENT LIFE CYCLE

- Understanding the Product Management Life Cycle Model

## MODULE 3: CUSTOMER & MARKET INSIGHTS

- Introduction to Customer and Market Insights
- Segmentation
- Needs vs. Solutions
- Personas
- Types of Feedback
- Customer Narrative
- Market Analysis
- Competitive Benchmarking

## MODULE 4: PRODUCT STRATEGY

- Introduction to Product Strategy
- Strategic Model
- Strategic Outputs
- Strategic Synthesis

## MODULE 5: PRODUCT PLANNING

- Introduction to Product Planning
- Concept
- Opportunity Statement
- Value Propositions
- Product Positioning
- Iterative Planning

## MODULE 5: PRODUCT PLANNING (CONT'D)

- Decision Matrix
- Feasibility
- Preliminary Business Case
- Feasibility Decision Matrix
- Definition
- Requirements and User Stories

## MODULE 6: PRODUCT INTRODUCTION

- Introduction to Product Introduction
- Development
- Testing
- Launch Planning
- Launch Metrics

## MODULE 7: POST-LAUNCH PERFORMANCE MANAGEMENT

- Introduction to Post-Launch Performance Management
- Data and Analytics
- The Marketing Mix (The 4 P's)
- Product
- Price
- Promotion
- Place
- Life Cycle Management
- Sun Setting Products

## THE SEQUENT PRODUCT MANAGEMENT CERTIFICATION (SPMC)